

Message Text

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R 231547Z AUG 73

FM SECSTATE WASHDC

TO AMCONSUL HONG KONG

USLO PEKING

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E.O. 11652: N/A

TAGS: BEXP, HK, CH

SUBJ: TARGET INDUSTRY RESEARCH - METALWORKING AND FINISHING
EQUIPMENT (MFE)

REF: (A) HONG KONG 6612, JULY 2, 1973; (B) PEKING 0713,
AUGUST 3, 1973; (C) STATE A-6738, AUGUST 6, 1973

1. WE APPRECIATE THE POSTS COMMENTS AND RECOMMENDATIONS FOR
DOING RESEARCH ON THE PRC. WE AGREE THE BEST APPROACH FOR RESEARCHING

THAT MARKET WOULD COMBINE A DESK STUDY BRINGING TOGETHER
INFORMATION AVAILABLE IN VARIOUS U.S. GOVERNMENT AGENCIES, AND
SERVICES OF BOTH MRO AND CONTRACTOR. WHILE THIS APPROACH
WOULD RESULT IN OPTIMUM REPORT, IT WOULD NOT BE A VALID PILOT
STUDY TO DEMONSTRATE RESULTS THAT MIGHT BE EXPECTED ON FUTURE TIR
PROJECTS WHERE LIMITED RESOURCES PROHIBIT USE OF BOTH MRO
AND CONTRACTOR FOR A PARTICULAR COUNTRY RESEARCH STUDY. AS A
PILOT STUDY, THEREFORE, COMMERCE FAVORS CONTRACTING WITH AN
EXPERIENCED RESEARCHER TO DO THE SUBJECT SURVEY ON THE PRC.

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2. REF (C) CONTAINS THE BASIC INSTRUCTIONS FOR BID SOLICITATION

AND CONTRACT SUPERVISION FOR THE MFE PROJECT. THE RESEARCH SPECIFICATIONS FOR EAST EUROPEAN STUDIES (ENCLOSURE III TO REF C) IS ALSO INTENDED TO SERVE FOR THE PRC CONTRACT. BID PROPOSALS FOR A PRC STUDY SHOULD BE SUBMITTED SEPARATELY FROM BIDS FOR OTHER COUNTRY STUDIES AND, IN ADDITION TO INFORMATION REQUESTED IN "INFORMATION TO BIDDERS", BIDDERS SHOULD PROPOSE MODIFICATIONS IN SPECIFICATIONS INCLUDING TRADE LIST REQUIREMENTS CONSISTENT WITH THE MARKETING DATA AVAILABLE ON THE PRC. ALTHOUGH UNLIKELY RESEARCHER

COULD ENTER PRC FOR SURVEY PURPOSES, BIDDER SHOULD STATE WHETHER WOULD ANTICIPATE CONDUCTING PART OF SURVEY IN PRC.

3. FOR HONG KONG

POST IS REQUESTED TO INVITE MOBIUS INC. TO SUBMIT A PROPOSAL FOR A SURVEY REPORT ON THE PRC MARKET FOR MFE. THIS FIRM HAS COMPLETED SEVERAL TIR REPORTS OF HIGH QUALITY ON CAPITAL GOODS MARKETS AND REPORTEDLY HAS GOOD UNDERSTANDING OF TECHNIQUE FOR RESEARCHING PRC MARKET. THE POST SHOULD ALSO INVITE OTHER FIRMS TO BID ON THIS PROJECT CONSIDERED QUALIFIED TO UNDERTAKE SUCH A STUDY.

4. POST MAY USE ITS DISCRETION IN MAKING AVAILABLE TO CONTRACTOR OF AWARD APPROPRIATE UNCLASSIFIED INFORMATION AT POST.

5. EXPECT PRICE PRC STUDY WOULD BE HIGHER THAN FOR RESEARCH STUDIES IN HONG KONG OR SINGAPORE. FOR POST GUIDANCE IN DISCUSSING PRICE RANGE WITH BIDDERS, EE COUNTRY RESEARCH ON AVERAGE COSTS OIM 50 PERCENT MORE THAN 2. EUROPEAN RESEARCH.

6. A COPY OF A RECENTLY COMPLETED SURVEY OF THE USSR MARKET FOR MATERIALS HANDLING EQUIPMENT BY CONTRACTOR IS ENCLOSED FOR GUIDANCE OF BIDDERS AS TO THE TYPE OF MARKETING DATA ON A SOCIALIST COUNTRY MARKET ACCEPTABLE TO OIM. THE CONTRACTOR SHOULD NOTE THAT ALTHOUGH CONTRACTOR APPARENTLY DID NOT INTERVIEW END-USERS, END-USER MARKETING DATA WAS DEVELOPED THROUGH OTHER SOURCES.

7. FOR PEKING

RE REF B PAR. 3, WOULD IT BE MORE PRODUCTIVE FOR CONTRACTOR TO SUBMIT QUESTIONS TO POST VIA HONG KONG WITH COPY OIM, ABOUT ONE MONTH PRIOR SCHEDULED COMPLETION OF REPORT. PLEASE COMMENT.

8. FORWARDING SEVERAL COPIES PUBLISHED GLOBAL MARKET SURVEYS AS EXAMPLES OF END-USE OF RESEARCH USLO MAY WISH SHOW APPROPRIATE PRC OFFICIALS. MATERIALS HANDLING EQUIPMENT, ELECTRONICS PRODUCTION EQUIPMENT, ETC., GMS'S WILL INCLUDE COVERAGE U.S.S.R., POLAND, HUNGARY. ROGERS
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